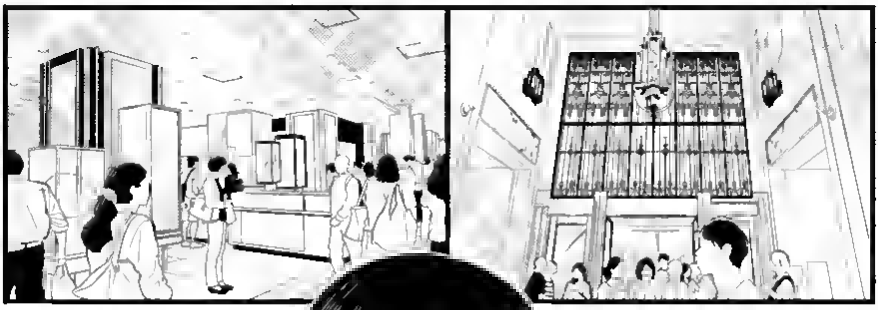
If You Wanna Dress Up, Do It Like This

#10



Hey, Yuusuke.
What do you think? This is pretty cute, right?
I don't know... Is it?
tremble
tremble
Hmm... Excuse me.
Do you have this 1 size smaller?
Sparkle
Sparkle

This one is nice too~
You're pretty used to trying out clothes like this huh.
Do you usually come here, Higuchi?
Yeah, I come to take a look every now and then.
...being able to say that...
You must surely make a lot more than me, Higuchi...
Eh? Why?
Be-cause...
CUSTO BARCELONA
The price tag for the clothes around here...
...when compared to the clothes I usually buy, they have...
ONE
TOO MANY
ZEROS!!!

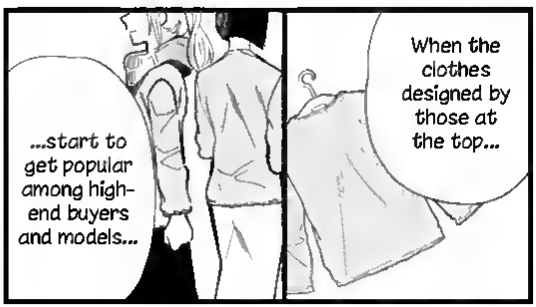
And there are ones with 2 more zeros too!?
Ahaha, I get what you mean~
but I work multiple part time jobs.
Eh?
Besides, I'm still living with my parents.
To me, fashion is a hobby.
Of course, I still buy fast-fashion stuff,
but if I really want something from a high-end brand, I'll still try my best to buy it.
A hobby...
I get it.
You seem like you really liked that one. Are you going to buy it?
Hm... It is nice, but...
Let's stop here for today.
I'll come back another time.
Eh

I thought they were cool when I saw them in a magazine.
Regrettably, they're all too expensive,
so today I came here just to try them on.
You're not going to buy anything after you've tried on that much stuff?
Yeah.
JUST HOW SHAMELESS ARE YOU!!
...hey, Higuchi... are you serious...
?
while I was worrying my ass off
you did nothing but try on new clothes.
Aha ha
worry worry
Woo hoo
Within this enclosed space filled with high-end foreign brands...
This is a public department store!!

What if we get caught by those store clerks?
They might even throw us out!?
glance
glance
I felt like we were being watched
The heck is that? Do you have a persecution complex or something?
Oh, like at an old clothing outlet?
No, not like that...
Ah
Besides, if you try on something here, you might think about buying something else that is a bit cheaper, right?
Hmm...
Let me tell you~!! Fashion fads come from above, right!?
Over there-
Shake
Shake
Hold on, Higuchi Please calm down and explain
Do you know where and how a fashion fad begins, Yuusuke?
What is that? I don't know.

There is a certain "flow" to how fashion fads move.
Top foreign designer brands
Foreign brands/ High-end domestic brands
Domestic brands
Fast-fashion brands
At the top are fashion collections from Paris and Milano,
and at the bottom are what we call "fast-fashion brands".

The brands below them start imitating them
and when those become popular with their patrons...
The brands below them imitate... Over and over.


When the clothes designed by those at the top...
...start to get popular among high-end buyers and models...

Of course, there are brands that don't take part in this,
but for the most part, this is how the flow works.
Ooo-oohh!

Eventually, you will see those clothes get mass produced and end up in a store like this.

They started with Dior Homme.
Dior
Eh
Wait, you're serious?
For example, the skinny jeans you're wearing right now were originally a fad too.
If we were to look back at men's fashion 10 years ago,
he's the one who helped popularize skinny tights in casual wear.
Ohh.
Ahahahah
That's him!
That guy?
I know his name, but I never thought he had anything to do with me.
I should buy my clothes from Dior...
No, it's fine. Those are SUPER expensive,
and you can still be fashionable wearing fast-fashion.
So that means...

Imagine finding something really cute,
something from the top-end.
But its price isn't cute at all so you can't buy it—
Curses
What if you can look in the middle of the pyramid,
and find a copy that is identical to it, with no drop in quality! Wouldn't that be awesome?
?
But after so many layers of imitation, degradation in quality is highly likely,
so you have to be knowledgeable about the design of the original product.
That way, you can tell the difference.
You don't even have to buy them.
You can tell by just trying them on and seeing for yourself,
so having an eye for this sort of stuff is very helpful.
Ohh.

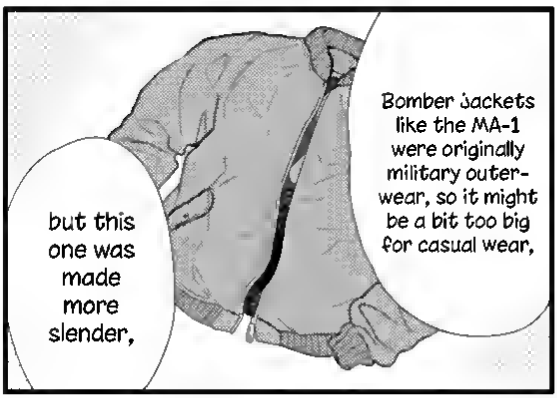
I'm very interested in fashion too, so talking to you was very fun.
Really? That's great~
Oh my, I started rambling to myself. Sorry,
Turn
Ah, it's no problem.
.....
No, I mean right now.
Eh?
Thank you for accompanying me today.
Next time, it's my turn to accompany you.
Ooh, then whenever we have a chance, we should...
This place is connected to the men's corner.

Eh
Eh?
Wait...
Are you serious...
Let's go there right now!
tap

What is that?
Amazing! The A.P.C MA-1 looks great!
A.P.C is the brand and MA-1 is the name of this jacket.

Wahhh~
That looks great!

Do you feel any different wearing this, Yuu-suke?
Uh
Uhmm


Bomber jackets like the MA-1 were originally military outer-wear, so it might be a bit too big for casual wear,
but this one was made more slender,

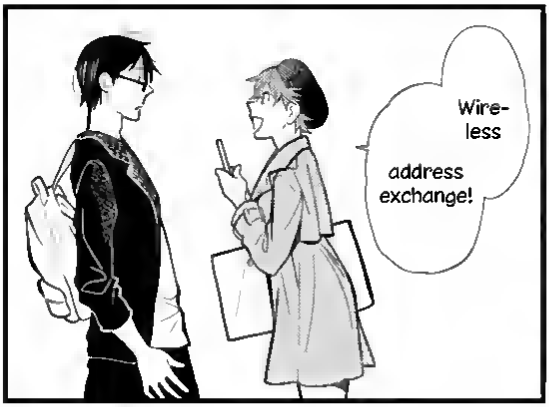
It's cool probably. But I don't know what makes it cool though
Hm, let's see.

The craftsmanship of the MA-1 makes it seems like formal wear
so you can look more appropriate with just one of these.
Ooh.
You can't see the zipper,
and the material is elegant and polished.
It is getting colder. I do kinda want a new jacket...
HA HA HAA
Thank you, thank you.
Very convincing.
NO WAY!!
With tax ¥52,920
Base price ¥49 000

Ahaha, that was too funny, Yuusuke~
No, that was the appropriate reaction!
If I was there any longer I would've gone mad!
You might be~!
AHAHAH

I don't have any guys I can talk about clothes with, so this is really refreshing.
It was refreshing for me too...
Ah, really?

Haa, I had so much fun today!
Ha


Wire-less address exchange!

If that's the case...
Here.
Hm?

Let's go shopping together again sometime.
P!
That's not true
because everyone is the same!
No, I couldn't really call it "enjoying"...
Aren't you like that too, Yuusuke?
You really do enjoy fashion huh, Higuchi.

Isn't that the joy of fashion?
The feeling you get when you try on new clothes that you've just bought and go out with them for the first time
is the best feeling in the world.

I think...
I understand that feeling too...

Where are you, onii-chan!!
Brr brrr
I forgot
I have so many missed calls and mails from Tamaki
Oh crap

#10 END

MB's Note #10

"The Shower Effect" in fashion

and at the bottom are what we call "fast-fashion brands"
At the top are fashion collections from Paris and Milan
Top foreign designer brands
Rare JP brands/ High end domestic brands
Domestic brands
Fast-fashion brands
There is a certain "flow" to how fashion trends move

"Just who in the world makes up all these fashion fads" is a question that many people have asked themselves. And while Rika's explanation in chapter 10 has somewhat cleared up this question for us, here's a recap.

At first, a top foreign designer releases a collection in Paris or Milano. After that, some clothes or fads will catch on with the models, curators and buyers there. After looking at these clothes, some fashion designers and brand owners in Japan will get inspired and reflect that inspiration within their own products. And then, some cheap brands will imitate them, which in turn will be imitated by other even cheaper brands... like rain from above trickling through leaves until it reaches the ground. I call it "The Shower Effect."

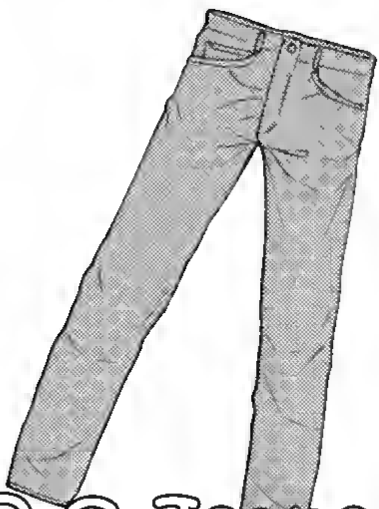
Back in the early 2000s, there was a fashion fad called "Gyaru men." You can trace its origin back to a collection released in the late 90s by Dolce & Gabbana, which featured faded denims and lame jackets. Overtime, the style was washed down, simplified, and spread down to the masses.

Now that you know of "The Shower Effect," you might say to yourself "I can catch new styles and fashion fads that no one has noticed yet by simply looking at top foreign designers."

Just remember that you don't have to shell out tons of money and buy clothes from these top-tier higher end brands to be fashionable. As Rika has said, you can simply try on the clothes that you're interested in first. Armed with the knowledge gained by trying on these clothes, you can refine the way you purchase their similar offshoots.

Don't think that "top-end expensive items are not for me" and instead build up your aesthetic sense by regularly coming into contact with the source of the shower.

The ultimate standard!



A.P.C Jeans

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Fuku wo Kiru nara Kon na Fuu ni (If You're Gonna Dress Up, Do It Like This)

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